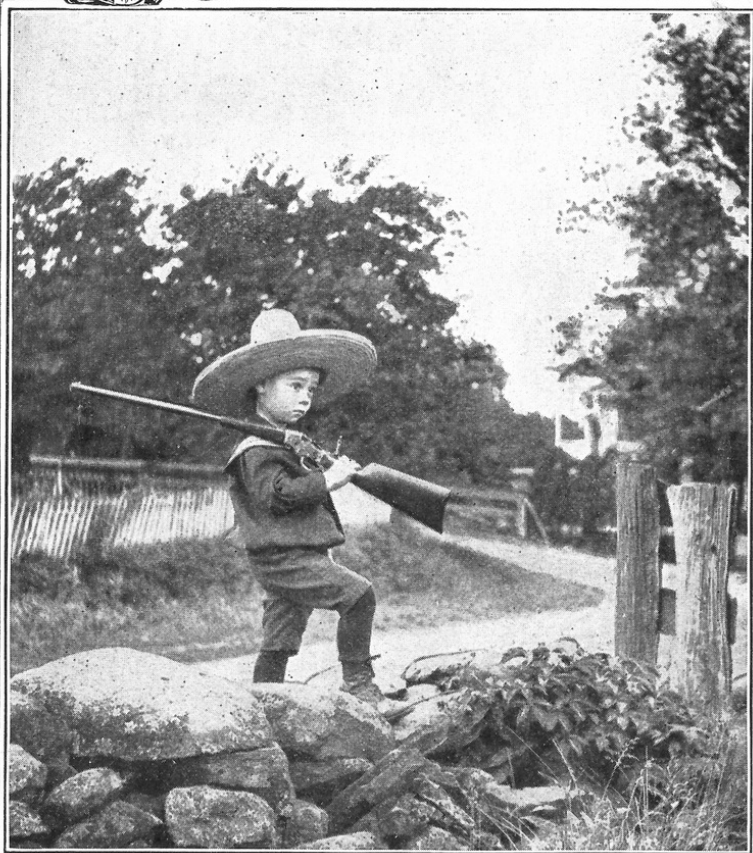


AUGUST NUMBER 1903

The Larkin Idea

50 CENTS A YEAR



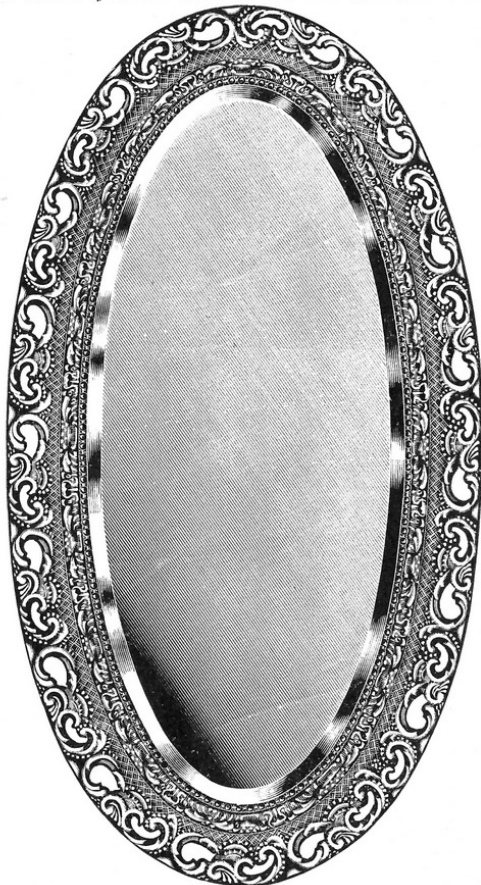
"ME AN' MY STEVENS RIFLE
AIN'T 'FRAID O' BEARS."



"To see ourselves as others see us."
—Burns.

OVAL BEVELED-PLATE PIER GLASS.

Free with \$10.00 worth of the Larkin Soaps.



A NEW LARKIN PREMIUM, rich and graceful in design; useful and ornamental in any room. Frame, heavy moulding, 5 in. wide, handsome Florentine design, finished in Gold; size, 28 x 50 in. Fine oval plate mirror, 18 x 40 in. with 1-in. bevel.

Larkin Street,

Larkin Soap Co.

ESTABLISHED, 1875.

Buffalo, N. Y.



THE LAUNDRY OF LIFE.

Life is a laundry in which we
 Are ironed out, or soon, or late.
 Who has not known the irony
 Of fate?

We enter it when we are born,
 Our colors bright. Full soon they fade.
 We exit "done up," old and worn
 And frayed ;

Frayed round the edges, worn and thin—
 Life is a rough old linen-slinger.
 Who has not lost a button in
 Life's wringer?

With other linen we are tubbed,
 With other linen often tangled ;
 In open court we then are scrubbed
 And mangled.

Some take a gloss of happiness
 The hardest wear cannot diminish ;
 Others, alas ! get a "domes-
 tic finish."

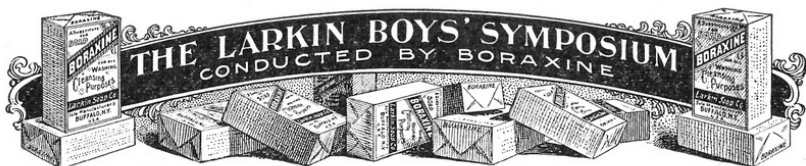
—Chicago Tribune.

THE LARKIN IDEA LESSENS COST.

It is estimated that fully 25 per cent. is saved in the cost of making the furniture used by the Larkin Soap Co., as compared to the cost of making goods under ordinary conditions. In other words, a furniture dealer would be obliged to pay \$5.00 and freight for any article of approximately the same value which costs the Larkin Company \$4.00, made as their goods are, in factories making a specialty of one or

two things.—*Michigan Artisan, Furniture Trade Paper.*

An honorable admission, which, however, would have come nearer the truth, had the saving been estimated 50 per cent. instead of 25 per cent. Another Larkin advantage could have been mentioned ; viz., the Larkin Co.'s furniture buyers know their goods as few retail dealers do. Hence, every piece we ship is reliable.
 —ED.



THE portrait of Arthur Foss, here printed, is the last of those which have been sent for the Prize Contest. If any boy's picture has been overlooked I will make amends for my negligence, if he will write me.



I hope the vigor and enthusiasm with which the boys began the Contest will continue to the end of September. I don't believe any boy is sorry that he entered it, and the ones who persevere are the ones who will win the prizes.

After the diligent efforts there should follow a season of healthful recreation. I believe no employment affords a boy more downright pleasure than shooting. There is a sense of exhilaration, of invigorating excitement that makes every nerve tingle; every faculty is aroused and alert, when a

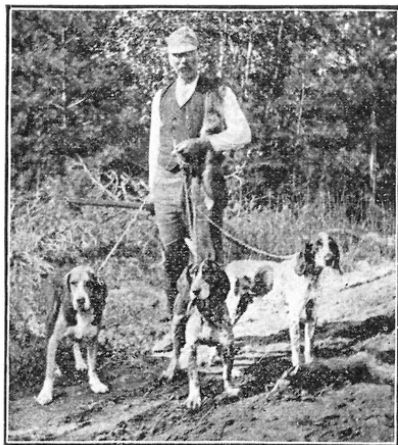
boy with a trusty gun is abroad after game.

Shooting sharpens perception; quickens eye and ear; teaches patience, persistence, perseverance, precision, self-reliance. It takes a boy out-of-doors into surroundings healthful for mind and body; puts him into close companionship with nature, which speaks most eloquently in a pleasing and various language. It develops, in fact, the kind of character every successful boy must possess.

In a few weeks fall shooting will begin. As to the kind of game that abounds in your vicinity, it all depends on where you live, but almost anywhere one can find either squirrels, partridges, quail, duck or rabbits.

If you want to participate in the rarest of sports provide yourself with one of the guns we offer free with the Larkin Soaps. There is not room to print the offers here, so I have put them on the last cover page. You will find among them the sort of gun that will meet your requirements.

I would advise every boy who likes to shoot,—that is, in the manner of the true sportsman, who never kills a thing for the mere sake of killing,—to read the book entitled; *Rob and His Gun*. Mr. William A. Linn, the author, is an accomplished sportsman, and from his store of varied experience he gives much that is invaluable to the young hunter.



IN FROM THE FOX HUNT.

Next to a gun I believe a boy's heart covets a sure-nuff fishing-rod.

It's fine sport to cast the line and test your skill with a mettlesome trout or a lusty bass.

In some respects there is more genuine sport in angling than there is in shooting. In fishing you must resort to various means to tempt the wary fish to take your bait. Here is where the real sport lies, and this it is that shows of what stuff a boy is made. It teaches him to be resourceful, inventive, not easily discouraged, reliant; that if one thing does not accomplish the purpose he must try another; that success depends on constant and ceaseless effort.



AFTER SPECKLED
BEAUTIES.

In June I went bass fishing with two boys. Although I had been acquainted with them for some time, I had not, until that day, discovered the marked difference in their characters. I found that so common a thing as fishing tested the qualities of their make-ups.

It wasn't an ideal day for bass. The wind was a trifle too strong, which drove the bass off the reef into deeper water. It taxed our wits to induce

the fellows to bite. One of the boys fretted and complained, and declared there was no use trying—the bass wouldn't bite anyway, and he'd rather waste his time ashore than on the vexing water.

The other boy had grit. There were bass in the water—he had felt 'em nibbling. Perhaps he wasn't inviting them just right. He wanted to stick to it, and try another kind of bait; he knew he'd haul 'em out in a little while—and he did. I don't believe it was ten minutes before he landed one that weighed two and a half pounds.

He found delight in pitting his skill against the cunning of the bass, and one after another found its way into the boat. Had the prevailing of the first boy carried us ashore, the splendid lot of bass we caught would still be sporting in the deep.

Were I a preacher I could draw a moral from the character of these boys; but I think all boys in the Symposium are bright enough to see that unless you stick and hang to a thing you won't amount to much in the world, which is so big it just pushes the fellow without grit aside, rushes on and leaves him a back number.

Now, get a fishing-rod and find out whether you have the kind of mettle in you that successful folks are made of, then write me your fish story and I'll print it in the Symposium. But here's all about that rod we offer free for one Certificate.

FISHING RODS.

Free for One Certificate.
Choice of two Offers.



Bait Rod. Handmade split bamboo, 9 feet in length, three sections, nickel mountings, reel-seat above hand, large standing guides, closely wound in 3



"WHERE LURKS THE TROUT IN
PURLING STREAM."

color silk, cork handle. This Rod has an extra tip which fits into the butt making a stiff Rod 6 feet long for casting or trolling. Weight, 10 ounces.

Fly Rod. Length, 9½ feet, extra tip; same construction as Bait Rod. Reel-seat below hand, cork handle. Weight, 7 ounces.

Have you ever been in a house-boat party?

If you want to have the best time of your life, organize a congenial party of about twelve, appointing a Secretary,



A PICTURE OF OUR HOUSE-BOAT.

Treasurer and a Commodore, decide on the most desirable place; then leave the rest to the Secretary and Commodore.

Let me tell you of one of our house-boat parties. I say one, because we go every summer.

Along about January the spirit of unrest began to possess us, and many were the evenings spent in rehearsing the stories of the fish we had caught and the big ones that got away.

By the first of March we had an assortment of twelve oldsters and youngsters who had pledged themselves to be on deck at 9:00 A. M., July 6th, the date set for the pilgrimage to the shrine of Isaac Walton.

We reached Toronto for dinner, after which we saw sights until 4:00 o'clock, when our private car was due to leave for Penetanguishene where

our house boat lay in readiness for leaving bright and early in the morning.

One who has never seen Georgian Bay can hardly conceive of the beauty and wildness of the scenery. It is estimated that there are 30,000 islands and one who had been lost among them would never doubt the fact.

Our final destination was Split Rock, about fifteen miles from the nearest town or railroad and had the Rock not been split before we arrived, it surely would have been then.

It is hard to tell whether the mornings, afternoons or evenings were most enjoyable, for every moment was occupied in having a good time. Just think of getting up in the morning, taking a dive off the front veranda and after a brisk rub sitting down to a breakfast of blueberries just picked, eggs, potatoes, fried mush, beefsteak, johnny-cake, coffee, and best of all, fish right out of the water; fish that had barely stopped kicking, not some that were caught the summer before and kept fresh on ice.

The fish grow large up there, how



WOULD YOU LIKE TO CATCH A 35-LB. 'LUNGE'?

large I don't know, but here is a picture of a 35-pounder I caught one evening just after sundown; and it was a good deal after sundown when the fish

Some other time, if you like, I will tell you about the game we shot.

I wish every boy would read this letter from Teddy Thomas, and always remember that the Larkin Idea is a ready friend to everyone who is in need

of help. I am sure that the boys will rejoice that Teddy's use of his knowledge of the Larkin Idea saved his bicycle.

TEDDY'S LETTER.

"Dear Boraxine:

I want to tell you of my little experience lately and if you will print it in the Symposium, perhaps some other little boy will be benefited as I was by your very generous offers.

I am nine years old and I have in the past year earned a Desk and a Book-case which I prize very highly.

When I had the misfortune to break the big, gold-lettered transom over the door of the flats where I live my ma said I would have to sell my Bicycle to pay for it. I said, "No," and reminded her of the Larkin Soap Co. and said I would sell their Soaps again. I sold them to all my old, and also to new customers, and I received a cash Premium of \$10.00 which fully pays for the transom.

I thank you very much for being the means of saving my dear bicycle, and yet paying for the transom."

EVERY WATCH CAN BE USED AS A COMPASS.



BOY'S STERLING SILVER WATCH FREE WITH
\$10.00 WORTH OF SOAPS.

CUT IS TWO-THIRDS ACTUAL SIZE.

A friend sends us the following, clipped from *London Truth*:

"A few days ago I was standing by an American gentleman when I expressed a wish to know which point was north. He at once pulled out his watch, looked at it and pointed to the north. I asked if he had a compass

attached to his watch. He replied: 'All watches are compasses.' Then he explained to me how this was. Point the hour hand to the sun and south is exactly half way between the hour hand and the XII on the watch, counting forward up to noon, but backward after the sun has passed the meridian. For instance: Suppose that it is eight o'clock; point the hand indicating VIII to the sun, and the figure X on the watch is due south. Suppose that it is four o'clock; point the hand indicating IV to the sun, and II on the watch is exactly south. My American friend was quite surprised that I did not know this. Thinking that possibly I was ignorant of a thing everyone else knew and happening to meet Mr. Stanley, the African explorer, I asked that eminent traveler whether he was aware of this simple mode of discovering the points of the compass. He said he had never heard of it. I presume, therefore, that the world is in the same state of ignorance. Amalfi is proud of having been the home of the inventor of the compass. I do not know what town claims my American friend as a citizen."

WHAT ALICE TOLD THE GROCER'S CLERK.

"It's just a bar of soap I want," she said to the grocer's clerk.

"All right," said he, "I'll give you any kind you wish."

"You can't do that," she said. "I want Larkin's—we've a whole box full on the way—but that I cannot get from you, so ma has to do the best she can with the kind she gets at store prices. Do you know we save a lot of money by not buying Soaps from you? We do, and the handsome Premiums which add comfort to our home, ma says, represent just what we save by staying away from you. If you'll look around our house some day I'm sure you'll say it pays us to buy the Larkin Soaps, for we've got a lot of splendid things."

THE CUCKOO CLOCK.



Ebenezer Billings called on Angelina Brown,
 And stayed and stayed and stayed until her face was in a frown.
 She fidgeted and looked fatigued and yawned behind her hand,
 But Ebenezer Billings didn't seem to understand.
 He said about three thousand things of no account and then
 He blandly smiled and started in to say them all again,
 When Angelina's cuckoo clock upon the mantel near,
 It lifted up its voice and said ten times in Billings' ear—

“Br-r-r cuck-oo, cuck-oo, cuck-oo, cuck-oo, cuck-oo, cuck-oo,
 Cuck-oo, cuck-oo, cuck-oo, cuck-oo!”

But Ebenezer never flinched; he waited till the bird
 Was done with its cuckooing, then he didn't say a word
 About how late 'twas growing, but he just kept talking on
 As if he meant to talk until the coming of the dawn.
 Poor Angelina! How she wished that he would go away!
 She knew her pa would raise a fuss because she let him stay.
 Eleven came and then the clock, still faithful to its trust,
 It yelled as if it firmly meant to make him go or bust—

“Br-r-r cuck-oo, cuck-oo, cuck-oo, cuck-oo, cuck-oo, cuck-oo,
 Cuck-oo, cuck-oo, cuck-oo, cuck-oo, cuck-oo!”

However, Mr. Billings did not mind the clock a bit,
 But talked till Angelina—oh! she nearly had a fit.
 She knew her father listened in the chamber overhead,
 And thoughts of what might happen filled her very soul with dread.
 She yawned, and in a way that meant 'twas growing very late,
 Yet Ebenezer talked right on, unmindful of his fate,
 Till midnight came, and then the clock, it sort of cleared its throat,
 And looking straight in Billings' eye it fairly shrieked each note—

“Br-r-r-r cuck-oo, cuck-oo, cuck-oo, cuck-oo, cuck-oo, cuck-oo,
 Cuck-oo, cuck-oo, cuck-oo, cuck-oo, cuck-oo, cuck-oo!”

Then Ebenezer roused himself and started for the door,
 But halted ere he reached it just to whisper one word more,
 And there he stood and talked and talked till Angelina, she—
 'Twas awful!—but she wished him at the bottom of the sea!
 And then—her pa appeared and brought his number 'leven feet.

Poor Mr. Billings landed in the middle of the street,
And as he rose and brushed his clothes and slowly limped away
He heard the little cuckoo clock call after him and say—

“Br-r-r-r cuck-oo!”

THE FAIRIES' DILEMMA.

By PEARLE SUTTON.

The fairies were in a dilemma—
They didn't know just what to do,
And if they had been quite discouraged
I couldn't have blamed them; could you?

These fairies were exiles from Elfland;
They feared they were banished for aye.
It happened that there was a cloud-burst
While they were abroad one fair day.

They had wandered deep into the forest;
On return, found a river so wide
They never could get clear across it
Although more than once they had tried.

They had pondered, both long and quite deeply,
How to cross o'er the water in sight,
When at last all their trials were ended
In a manner decidedly bright.

Forth stepped the young queen of the pixies
So dainty and simple and sweet,
And up sprang each one of the fairies
And stood at once on her feet.

Then out rang the voice of the maiden;
It carried sweet tidings of hope.
She cried: “We will all cross the river
In boats Maid o' the Mist Soap.”

Then rang forth the cheers of her people,
And hoarse was each tiny white throat;
The forest re-echoed with cheering
And all for the Larkin's pure Soap.

The people then ceased their hurrahing
And all set to work with a will;
By night the boats were quite finished
And placed at the foot of the hill.

And soon they had all crossed the river
To a land with a warm, sunny clime,
And there they have found independence;
They will use Larkin's Soaps for all time.

Boraxine, “Why should Sir Thomas
Lipton use Witch Hazel Shaving
Stick?”

“That's easy,” replied Honor

Bright. “Because it requires no cup.”

“Which reminds me,” broke in Jet
Neatsfoot, “he'll just miss the cup by
a close shave.”

The Larkin Idea.

PUBLISHERS' ANNOUNCEMENT.

The subscription price of **THE LARKIN IDEA** is 50 cents per annum.

It is published on the first day of each month, and will be mailed to any address in the United States or Canada for one year upon receipt of the subscription price.

Back numbers cannot be furnished.

THE LARKIN IDEA will be mailed free for one year to every sender of three Orders for the Larkin Soaps within twelve months. To one who continues to send Orders, the paper will be mailed regularly until twelve months after the date of receipt of the last of three orders received within a year.

Short contributions are requested from any patron who has something to say that will interest others.

Larkin Soap Co. Publishers.

FACTORY-TO-FAMILY
SOAPMAKERS, PERFUMERS, CHEMISTS, REFINERS.
Factories and General Offices: **BUFFALO, N. Y.**
Established, 1875.

Branch for West-of-the-Mississippi patrons:
PEORIA, ILL.

LOCAL BRANCHES:

19 Eliot St.,	- - -	BOSTON.
662, 664 Broadway, E. D.,		BROOKLYN.
49 Barclay St. and	}	NEW YORK CITY.
52, 54 Park Place,		
211, 213 N. Broad St.,		PHILADELPHIA.

FROM FACTORY TO FAMILY.

Manufacturers create value; middlemen add cost. Most manufactured goods are sold to the consumer at from two to four times the cost of production. This is because the goods pass through many hands; from the factory to the sales agent, from the sales agent to the wholesaler, from the wholesaler to the retailer, from the retailer to the consumer. Each "middleman" adds his expenses, his losses, his profits, etc.; all this is piled up in the retail price, and must be paid by you!

The Larkin Idea: Save all cost which adds no value.

THEY CAN'T HELP IT.

Sing a song of gladness,
A box of Larkin's Soap—
Everything that's needed
To fill the heart with hope.

When the box is opened
Its praise the family sings;
Isn't it a worthy gift
Larkin Drayman brings?

The wife is in the kitchen
Looking o'er the treasure,
Husband in the kitchen, too,
Joining in the pleasure.
The maid is in the garden
Hanging up the clothes,
Washed with Sweet Home Soap—
So the story goes.

It is none too early to prepare for autumn. There is much autumn comfort in many Larkin Premiums.

The testimony uttered by thousands of long-time Larkin customers is the most satisfying proof that the Larkin Idea is helping in new ways and widening its scope.

A tribute to the worth of the Larkin Idea lies in the fact that, in mid-summer, our business has decreased but little from the months of Spring when it was the greatest in our history.

Some philosopher, probably, said, "Nobody knows what he can do until he tries." That's true. Larkin customers surprise themselves most by the number of orders they obtain when they really *try* to get them.

"Do it NOW," is a motto that hangs before the desk of many business men. It is a wholesome affirmation. Inventory your needs and consider if *now* isn't just the time to mail your order for Soaps and Premiums. Orders now are *sure* to be shipped promptly.

Considerable space has been allotted to the Symposium to bring to the notice of boys the healthful pleasure derived from hunting and fishing. A boy who is old enough to safely handle a gun or use a fishing rod should be permitted to have them,

especially when a means of earning them by his own effort is offered. Their proper use helps to engender manly qualities in a boy.

No one should neglect to read the two Prize papers written on the subject "Why the Larkin Club-of-Ten is the Housewife's Friend," printed in the Club-of-Ten Department. The array of facts presented is gleaned from a profitable experience and are incontrovertible. Thousands of members are reaping the benefits of their foresight and wisdom.

The hundreds of Pupils of Buffalo's four Vacation schools are receiving advantages which have not been given those in the regular Grammar schools. The principals have planned trips through different industrial institutions of the city to acquaint the pupils with the methods of manufacturing various commodities. The Larkin Soap works is one of the places visited and our factory guides have conducted, through the various departments, a large number of these Summer students and they continue to come, in classes, almost daily. The wisdom of the plan is shown in the lively interest the pupils take in all that they see.

These children will have a special pleasure in future dealings with our Co. which will recall their educational visit this summer.

In an article on the Larkin Idea, part of which is printed elsewhere in this number, the *Michigan Artisan* asks its subscribers, who are all furniture dealers, why they should not arrogate to themselves the millions of dollars' worth of business now "taken from them by the Larkin Idea" by plans of retaliation. The *Artisan* suggests that furniture dealers form an Association to manufacture Soap to be given away with certain purchases of furniture.

Evidently the public will in course of time be the recipient of many benefits, resulting from the pioneer Larkin Idea, which are not yet thought of.

If the *Artisan* realized to what a large extent the Larkin Idea is the agency by which thousands of homes are more amply furnished than ever before, or than they probably ever could be without it, its jealousy would give way to disinterested gratitude. The millions of dollars' worth of furniture distributed by us annually does not by any means prove the loss of an equal amount of business to the furniture dealers. It merely means, instead, that the homes of many of our patrons contain good furniture which otherwise would not be possible.

IF DAMAGED OR SHORT.

Instructions necessary to be observed by customers to whom our shipments are consigned direct and not through a local deliveryman, when damage or shortage occurs:

Our goods are carefully packed as Transportation Cos. require. If properly handled in transit they will reach you in perfect condition. Before removing them from depot please examine carefully and refuse to accept a damaged article.

If an article is damaged, pay freight charges on the entire shipment, accept the goods not damaged and have your agent mark your freight bill "(name of article) damaged and held"; send freight bill to us, informing us, fully, extent of damage, and all will be made right free of expense.

If an article is "short" accept goods which arrive; pay freight charges on entire shipment, and have agent endorse "(name of article) short" on freight bill, which mail to us.

"What is civilization? I answer, the power of good women."—Emerson.

THE LARKIN CLUB-OF-TEN

What a Dollar a Month Will Do.

The Prize Contest for Larkin Club-of-Ten members fulfilled expectations.

One hundred and eighteen papers were entered—not an extraordinary number compared to the thousands of Larkin Club-of-Ten members throughout the country. The quality of the matter prepared by the writers, however, compensates for a possible lack in quantity.

There was such excellence in most of the papers it was no simple task to select the ones deserving the prizes. We believe the selections made will give general satisfaction.

A pleasant feeling was created by the generous motive which prompted the writing of several papers. Without expectation of reward the writers accepted the opportunity to express their views on a subject, which they believe is of supreme importance to every thrifty housewife in the land.

Fannie M. Guptill, Me., says: "I do not expect to win a prize—I have related a few facts which all who use your Soaps must admit are true."

Mrs. J. W. Metcalf, N. H., says: "I desire to add my ideas to the others—not expecting to merit a prize."

Mrs. W. Belle McKay, Ind., says: "I have no hopes of winning either prize, yet I could not resist the temptation to write down a few reasons based on facts."

Mrs. Elmer M. Trubee, Mass., says: "I am so much better off in worldly possessions through my connection with a Larkin Club-of-Ten, I desire to tell my experience. The opportunity to tell it is all the reward I care for."

Mrs. Vina Q. Youngsdale, Pa., says: "I am satisfied if I do not win a prize, for I have been waiting to write

the Larkin Soap Co. and to tell them what I thought of their goods and of THE LARKIN IDEA, which is a little gem. We look forward to its coming with pleasure."

Mrs. Jessie W. MacLauchlan, winner of second prize, says: "Without much hope of being fortunate enough to secure a prize, I was interested in the question and gave it considerable thought while going about my household duties. The more I thought the more I felt like writing to tell you how much I realize the power for good which the Larkin Club-of-Ten unquestionably has."

We thank all contestants for their hearty and capable co-operation and assure those who failed to win a prize that all acquitted themselves with becoming credit.

We congratulate Mrs. Lewtie Warner, winner of first Prize, (any Premium offered for three Certificates,) and Mrs. Jessie W. MacLauchlan, winner of second prize, (any Premium offered for two Certificates.) We believe all Club members will read with interest the two Prize papers here printed. Many others deserve to be printed and will follow in latter issues.

WHY THE LARKIN CLUB-OF-TEN IS THE HOUSEWIFE'S FRIEND.

FIRST PRIZE PAPER.

By MRS. LEWTIE WARNER.

This subject is so broad and the advantages so apparent that many reasons may be given, among them the following:

First, and best, the Larkin Club-of-Ten *helps those in greatest need of help*. The average housewife of limited means often desires refined home

furnishings which she cannot obtain in the usual way. By joining a Club she obtains those household necessities, Soaps and Toilet Preparations, directly from the factory at factory-to-family prices. Thus, at no increase in price, she receives the best goods and a beautiful Larkin Premium, in addition.

The assortment of Soaps, Perfumes, and Toilet Preparations is so large that an average family will use a Club share each month or, if this is not the case, any woman could spare a few hours and dispose of the articles not needed. By thus combining business and pleasure, she will return to her home duties cheered and strengthened by the change of employment and the social interchange of ideas.

Along the line of sociability, Club picnics and socials should receive grateful recognition. Here congenial members will assemble with their families, not as acquaintances but as intimates and friends, bound by the common interest which caused them to join the Club. Many consider the pleasure and relaxation alone worth all the Club costs.

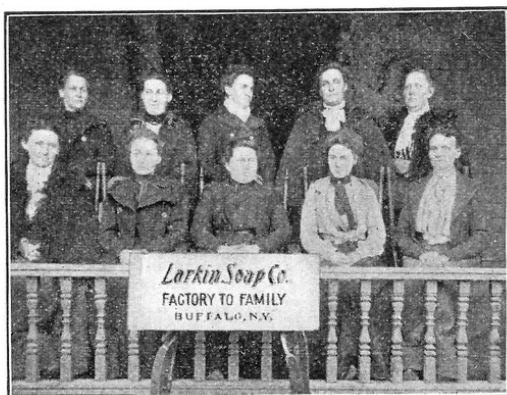
Now permit a variation of the first reason. Often *a child, who through lack of confidence or proper home encouragement would never think of selling a full order could sell a Club share each month.* For these, the Club idea is especially good and should be appreciated by parents. In my second Club, a member's little eight-year-old daughter followed this plan with the result that before this paper is read a beautiful Severn Dinner Set will grace their table. Do you think that mother would exchange this token of her little one's love and enterprise for the finest china dinner set that money could buy?

Just one more experience to illustrate the Club's helpfulness

from an economical standpoint. A lady of refined taste but of limited means had long desired a couch of better quality than her circumstances warranted. She had almost decided to purchase one on the installment plan when a friend induced her to join our Club. Through the courtesy of the members the first and second places were given her and now, at the end of ten months, she has twenty dollars' worth of Soaps and a Rococo Couch. Either, alone, would have cost as much at a local dealer's as she paid for all.

Now, in closing, permit a word of personal thanks to the Larkin Soap Co. First, for the superiority and excellence of their goods; second, for the useful and beautiful Premiums given with the goods; third, for the integrity and honesty of the Co.; fourth, for the prize offered for the best paper on this interesting subject. Though the prizes go elsewhere I appreciate a Club member's advantages as never before. Lastly, for the beautiful presents received, I thank you.

That the Larkin Soap Co. may continue to grow and prosper is the wish of a housewife whose home they helped to furnish.



A LARKIN CLUB-OF-TEN.
MRS. GEO. BULLOCK, SEC'Y.

WHY THE LARKIN CLUB-OF-TEN IS THE HOUSEWIFE'S FRIEND.

SECOND PRIZE PAPER.

By MRS. JESSIE W. MAC LAUCHLAN

Anything which helps to ameliorate the ordinary conditions of life as they exist for the great majority of the population; which supplies more readily and satisfactorily the everyday needs; which increases the comforts and the sum of human happiness; in short anything whatsoever which tends to the betterment of humanity must surely be regarded as a very important and valuable factor in our existence.

To successfully accomplish any one of these things is generally admitted to be no mean achievement, so when all these ends are reached and the additional fact taken into consideration that the great result is attained without any increase of cost, then we begin to see "Why the Larkin Club-of-Ten is the Housewife's Friend."

A practical mind can quickly grasp the "Idea" and see that the Club-of-Ten is something which is designed to, and (as has been proved) actually accomplished all that I here claim for it.

It is simply an immense Mutual Benefit Association, having independent branches all over this broad land with headquarters at Buffalo.

It puts within reach of the slimmest pocket-book the possibility of procuring the best of household necessities, and luxuries as well, and that in a world which seems chiefly made for the wealthy to disport themselves in.

To the many who would find it entirely out of the question to appropriate \$10.00 of the household funds at one time, for any object, here is a beneficent friend who, by simple co-operation, helps not only one person but ten to provide themselves and families with these everyday needs, and also the adornments which a woman loves to scatter round her home.

To briefly enumerate some other advantages derived from the Club-of-Ten there is, first, the value of the articles introduced into our homes. Unquestionably it is as good as the best and better than most and in such variety that every and any taste can be suited; besides, there is the secure feeling which arises from dealing with an absolutely reliable firm.

Second, comes the all important item of cost which enters so largely into our lives. It is stating a well known fact to say that the Larkin productions are not alone better than most but cheaper than all. This leads us directly to our next point which is the assistance it gives in beautifying the home, adding to its comfort and means of recreation, thereby increasing its attractions for family and friends and building up a stronghold of good in the community.

We come naturally then to the social side of the question. This is one which is almost inexhaustible and has its limitations only in the local circumstances, wishes and ingenuity of the Club members, for it can be developed to any extent.

It creates for the tired housekeeper worn with the undeniable monotony of the daily round an opportunity to keep in touch with her fellows and enjoy the healthful stimulus of congenial society.

So, if we believe the old axiom which puts cleanliness next to Godliness, and in one of the fundamental doctrines of the Constitution which declares the pursuit of happiness to be a legitimate occupation for all, then I confidently assert that an agent which helps us to that end has proved its title to be the Housewife's Friend.

Mrs. Ida Case, N. J., writes: "Having received THE LARKIN IDEA for a year, I write to thank you for it. I always look for and read it before all other papers."

"I have read about Larkin Clubs-of-Ten and Twenty; so tell you about the one to which I belong. There are twenty members and each pays \$1.00 a month. We have enjoyable times at our meetings and look forward to them with pleasure. We have refreshments and a social time. Every one is so well pleased with the Soaps and Premiums, she would like to have her turn come every month."



Mrs. James Reid, N. J., writes: "Enclosed you will find check for \$23.25 for two Club orders. I send you eight Certificates and the two due on these two Club-of-Ten orders will make ten, for which please send me the Quartered-Oak China Cabinet.

"I have been a constant user of the Larkin Soaps between two and three years and have been Secretary of a Larkin Club-of-Ten for the greater part of that time. The Soaps and Perfumes delight all of my customers and your Premiums are a good help to any housekeeper, as they are all useful and substantial."

Mrs. A. Beyerle, Pa., writes: "We receive THE LARKIN IDEA every month and enjoy reading it very much. Never have seen any one's picture from around this locality, in your interesting paper, I send my husband's photograph. He is Secretary of two Larkin Clubs-of-Ten and is organizing a third. We find the Premiums received of much better value than we expected, and we are making our home very comfortable with them. We hope to earn many more."



Mrs. Ezra T. Kimball, N.Y., writes: "In January, 1902, we organized our first Larkin Club-of-Ten; in April, the second; in November, the third, which is still in operation. When it is finished we are going to reorganize. We have received many useful and handsome Premiums, all of which are of better value than we anticipated. I have found time to perform the duties connected with my Clubs and care for a family of six—seven, most of the time—and enjoy it, too. We enjoy reading THE LARKIN IDEA."



EVENTS IN SOCIETY.

The Larkin Clubs-of-Ten met in Grange hall yesterday afternoon and enjoyed a very pleasant time, playing carroms, eating ice cream and having a good time generally.

Mrs. Doty, the organizer of the majority of these Clubs in town, showed her ability to organize by the way her plans for the entertainment were made and carried out.

The ice cream was some of Mrs. Harris' "best what is," served in brick form, striped pink and white, with cake, on small tables.

When all had been served the tables were cleared away and Mrs. Gardner gave a pleasing recitation in her own natural way and responded to an encore.

Miss Anderson of Chicago favored the ladies with a recitation, and the Misses Pearl Miller and Zoe Wheeland with music on guitar and mandolin. The hall was tastefully decorated with flowers and all together it was one of the pleasantest events of the season.—*Traverse City Evening Record.*

"Nothing helps the average housewife so much and so easily as the Larkin Club-of-Ten."—*Mrs. G. Meyer.*



AS the Prize Contest nears its end the number of contestants to enter it diminishes. Interest in it, however, does not lessen.

There remain two months before the Contest is finished and victory crowns the efforts of the deserving. Although there are but a certain number of prizes offered, each girl who has entered the Contest has it in her power to be among the winners. She has but to make the necessary effort.

Portraits of eight girls are printed here; they are the last received unless, perchance, I have overlooked someone. If so, please let her write me.

The plan I outlined in the July number may have proved helpful to those engaged in the Contest, and to the other girls who have earned the

Larkin Premiums. Some further suggestions along the same line are offered below.

Among the Premiums especially attractive to girls is the Chatelaine



Watch, the possession of which would gladden the heart of any girl. The case is sterling silver, beautifully engraved. The Watch is an excellent and stylish time-piece,

guaranteed to wear for many years. It is free with \$10.00 worth of Soaps. (The cut shows Watch one-third smaller than actual size.)

Almost every girl has a desire to own a Bicycle. As a means of recreation it is unexcelled; the healthful exercise and the pleasure it affords are points in its favor. Another merit is



CYNTHIA MC FALL.



HELEN WILLIS.



MABEL F. MORTON.



ANNA NEUSCH.



MATTIE B. BRADLEY.



EDNA FOVAL.

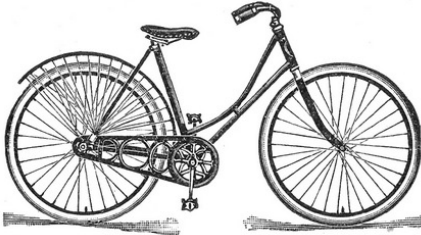


EDITH M. BUSER.



HILDA LIPPERT.

the time that a wheel saves one in making a journey. The Chautauqua



Bicycle is first-class in style, finish and durability. It is guaranteed against original defects for one year. It is free with \$30.00 worth of Soaps for \$30.00.

Another Premium that can be recommended for all seasons, is the Lady

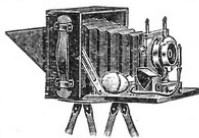


Washington Desk. During the long evenings when lessons have to be learned, a girl will be glad to possess one for her own use. The grace and beauty of the Desk make it an adornment to any

room. It is a Premium free with \$10.00 worth of Soaps.

The possession of a Camera will contribute to the enjoyment of nearly every occasion.

This is especially true of summer outings. Pictures then taken afford pleasure long after the occasion has become only a memory. The Chautauqua Folding Camera is free with \$10.00 worth of Soaps, and hundreds of Larkin customers say it equals in every way any \$25.00 camera on the market.



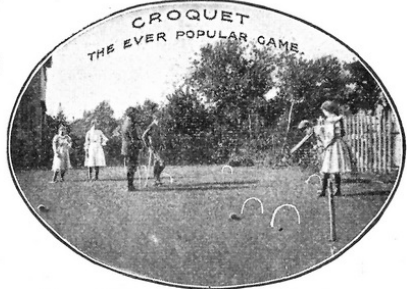
THE PRIZE PHOTOGRAPH CONTEST.

In the Prize Photograph Contest closing July 15th, the awards were: Landscape, First Prize, \$2.00, Mrs. S. N. Blakeslee, Waterbury, Conn. Second Prize, \$1.00, Mrs. H. A. Dolley,

Schenectady, N. Y. Genre, First Prize, \$2.00, Fred E. Corwin, Matamorass, Pa. Second Prize, \$1.00, Willis Newman, Springfield, Mass.

All the photographs are exceptionally good and we regret that other matter crowds them out of this issue.

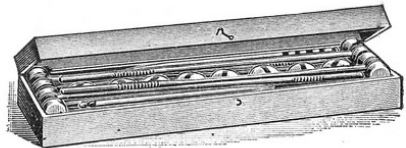
The next Contest closes August 15th.



There is always plenty of enjoyment for old and young in the ever-popular game of Croquet. It is a game possessing a fascination which does not lessen with time.

Perhaps no outdoor pastime has so many devotees as Croquet—for the reason that the rules for playing it are simple, the game is inexpensive, and most people have a lawn sufficiently large to play on.

Croquet is the ideal game for young folks. It provides open-air amusement for leisure hours, and a little practice will develop such skill in the players that close and exciting contests follow.



For one Certificate we offer a Set, consisting of 4 Mallets, 8 Balls, 2 Posts, all gaily striped and nicely varnished, and 9 strong, good-sized Wickets. Wooden box with hinged cover.

Hands soiled from out-door sports or pastimes may be easily and thoroughly cleansed by using World's Work Toilet Soap for Toilers.

A SONG OF THE LARKIN SOAP.

Tune: Home, Sweet Home.

By MRS. C. E. DOUGLASS.

I gaze on the clothes-line from my cottage door,
And think of the dirt I have seen there before ;
But now 'tis all changed in the wink of an eye
Since Larkin's Sweet Home I concluded to try.

CHORUS.

Home, Home, Sweet, Sweet, Home,
There's nothing so cleansing as Larkin's Sweet Home.

If an alien from good and a stranger to grace
There's hope for you yet—it's not a strange case ;
In the pathway of error I continued to roam
The while I knew nothing of Larkin's Sweet Home.

CHORUS.

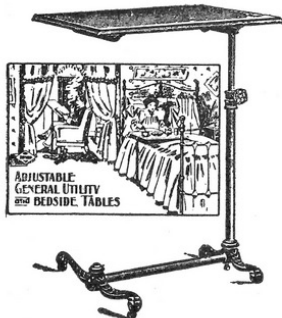
The pleasures of earth I have seen fade away
Because of the trials in each washing-day ;
But comfort more lasting in labor is known
From the time one consents to use Larkin's Sweet Home.

CHORUS.

SIDWAY ADJUSTABLE TABLE.

Free for three Certificates.

An excellent sick-room Table and
can be used as tea, card or sewing table,



reading or
writing
stand or
music
rack. Oc-
cupies
small
space
when not
in use.

"Built-up" Oak top, 24 x 18 in., will not warp; Golden Oak finish. Removable Oak rack, 11 in. long. Black enamel stand, casters.

Height, adjustable from 23 to 40 in. Top, easily adjustable to sixteen positions.

BORAXINE AND THE BABY.

Many of the hot-weather troubles of a baby's life may be traced to the washing. First in importance is the

cleansing of his bottle and the dishes in which his food is prepared and kept.

A baby's bottle should never be left unwashed after it has been used—not even for a few minutes. It should never have any but a large, soft, black-rubber nipple, and the bottle should be none other than the neckless. The nipple should be turned inside out and rubbed every time it is washed.

When Baby has been fed put the bottle at once into cold water and rinse. Then with bottle-brush and



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THE TOLEDO, OHIO, P. O.
TAKEN WITH OUR CHAUTAUQUA CAMERA BY
FRED E. BOSSARD, TOLEDO, OHIO.

hot water, in which a small quantity of Boraxine has been dissolved, wash thoroughly. Rinse again in clear cold water and put to soak in a jar (or large bowl) full of cold water containing a teaspoonful of borax.

Baby's napkins and underclothing

should not be washed with ordinary soap and never should bluing be used to whiten them. Make a suds of warm water and Boraxine. Wash the clothing and scald. Rinse several times in clear water, and hang out of doors to dry.

EXPOSURE OF FRAUD.

The Larkin Soap Co. is interested in exposing all swindles in connection with Soap. All who have been defrauded by traveling fakirs, please write us particulars. All communications are treated in confidence and for the benefit of the public.

We never employ traveling soliciting agents. All are swindlers who so represent themselves.

FOUR SUGGESTIONS.

1st. Never buy soaps from traveling agents who are unknown to you, and to all people in your community.

2nd. Never buy soaps not made by a well-known manufacturer. There are a hundred thoroughly responsible and well-known soap manufacturers; it is not necessary to go outside of these for soaps.

3rd. Buy no goods of any kind on the promise of a premium, unless the premium is to be delivered with the goods.

4th. Pay no money to any traveling agent for any article until delivery of satisfactory goods is made.

Mrs. F. R., Geneva, Ohio, writes: "We have been visited here quite recently by a swindler who claimed to be selling soap in opposition to the Larkin Soap Co. It appears now that he had one of your catalogues, offering the same premiums with smaller purchases; and in addition a telescope with samples of Brussels carpets. He made use of your name in many ways and could tell quite a long story about the firm.

"Yesterday I met Mrs. K., who came here recently from Montville. She is a patron of your firm. She was telling

me of receiving a notice from you a few days since, cautioning people against an impostor of that description, and I decided to write and ask you if you had any desire to apprehend him; if so, I would give you all the information to start with here. The amount of goods that has been sold here (that is, soap) through the rural district is simply surprising. He registered at the Livery Barn and received his goods at the depot in one name and sold them in another. The goods were shipped to Painesville and reshipped to Geneva. His course here was as daring as that of any highwayman I ever heard of.

"The people here would make the charge against him. Whatever your opinion may be, I would like to hear from you."

(OUR REPLY.)

Any swindler who obtains money by promising goods that he does not deliver, either in quantity or quality, should be apprehended, and punishment should be meted out by the authorities. Unfortunately, however, there are no penalties imposed for lying, and these impostors commit no other offence against us. They can, therefore, only be prosecuted at the instigation of those who have been swindled. They usually escape because those who have been swindled do not realize it until too late. Those who follow the advice which we print in every number of THE LARKIN IDEA regarding soap-buying from strangers, are protected, like Mrs. Kent, from such operations.

THE BEST GUNS FOR BOYS

Easily Earned by Selling the Larkin Soaps.

STEVENS No. 110 SINGLE-BARREL SHOTGUN.

Free with a \$10.00 selection of the Larkin Soaps.

Guaranteed for construction, durability, simplicity and shooting qualities. Has automatic shell ejector, top snap; low rebounding hammer; Electro-Steel barrel, choke bored for nitro (smokeless) powder, though black powder may be used; checkered and capped pistol grip; Walnut stock; rubber butt plate; case-hardened frame; metal tipped and checkered forearm attached to barrel. Barrel, 12 gauge, 30 in. Weight, $6\frac{3}{4}$ lbs. Packed in box 30 in. long. The best and best-finished Single-barrel Shotgun.



STEVENS No. 17 FAVORITE RIFLE.

Free with a \$10.00 selection of the Larkin Soaps.

STEVENS FAVORITE No. 17

The Stevens Favorite is a thoroughly made Rifle, light and convenient. In action and appearance, it is exactly like the regulation Stevens Rifle, which for thirty-five years has held the first position for accuracy. The Rifle has a Black Walnut Stock and forearm, browned barrel, case-hardened receiver and action, automatic cartridge-extractor, and open sights. Every Rifle is fully guaranteed by the Stevens Co. for accuracy, durability and general efficiency.

It is a "Take-down." The Rifle can be taken apart or fitted together in less than five seconds. It can be packed in the length of the barrel—22 in. Made in three calibres—.22 using .22 Long-Rifle, .22 Short or C. B. cartridges; .25 using .25 Stevens Rim-fire; .32 using either the .32 Short or .32



Nicely packed in very strong, leatherette box.

Long rim-fire, inside or outside lubrication. Weight, $4\frac{1}{2}$ lbs. Length, 37 in.

DOUBLE-BARREL, BREECH-LOADING SHOTGUN.

Free with a \$20.00 selection of the Larkin Soaps, for \$21.00.

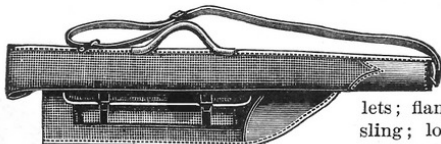


Made by F. Dumoulin & Co., Leige, Belgium.

Top lever, bar locks; rebounding circular hammers; Damascus-finish barrels with matted and extension dovetailed rib; left barrel choke bored; nitro or black powder may be used; case-hardened locks and mountings; oiled walnut stock with checkered full pistol grip and butt; patent snap fore-end. Barrels, 12 gauge, 30 in. Weight, $7\frac{3}{4}$ lbs. Packed in neat box.

FOLDING GUN-CASE.

Free for one Certificate.



For the Stevens Rifle or Shotgun.

Extra heavy Duck; swell billets; flannel-lined; leather ends, handle and sling; lock. Pocket and muzzle leather-protected and leather-bound.

Larkin Street,

Larkin Soap Co.

Buffalo, N. Y.

ESTABLISHED, 1875.

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